

Amendments to the Claims:

1. (cancelled)
2. (cancelled)
3. (cancelled)
4. (cancelled)
5. (currently amended) A sign system as claimed in claim 4 claim 8, wherein said drive system further includes a pulley positioned above each said set of guide members, wherein said cable for each said set of guide members passes over said pulley.
6. (original) A sign system as claimed in claim 5, wherein said first and second cables are connected to a winch, wherein said winch is selectively rotatable in a first direction to wind said cables up thereon to retract said first and second set of guide members, and wherein said winch is selectively rotatable in a second direction to unwind said cables therefrom to permit said sign to lower under the influence of gravity.
7. (cancelled)
8. (currently amended) A sign system for moving a sign on a vertical support means between an access position and a display position which is higher than the access position, the sign system comprising:
a first set and a second set of generally tubular guide members connected together for telescopic movement;
each said set of guide members including an outermost guide member, and an innermost guide member, one of said outermost and said innermost guide members being an anchor guide member and other of said outermost and said innermost guide members being a sign supporting guide member;
said sign supporting guide member including at least one connector for connecting said sign thereto;

said anchor guide members of said first and second sets of guide members being fixedly connectable in a generally vertical orientation to the vertical support means in horizontally spaced relation to each other such that said first and second sets of guide members are extendible downwards to move said sign to said access position and retractable upwards to move said sign to said display position; and

a drive system operatively connected to said first and second sets of guide members for selectively moving said first and second sets of guide members between said extended position and said retracted position,

wherein said anchor guide member is said outermost guide member, and wherein said vertical support means is a wall,

and wherein said drive system includes a first cable and a second cable, wherein said first and second cables are connected to said sign supporting guide members of said first and second sets of guide members, and wherein, in use, said first and second cables extend substantially vertically upwards from said sign supporting guide members during retraction and extension of said set of guide members,

and wherein said sign includes a top support bar, a bottom support bar and a banner having a top edge and a bottom edge, and wherein said banner is connected to said top support bar proximate said top edge of said banner and is connected to said bottom support bar proximate said bottom edge of said banner, and wherein each said sign supporting guide member includes an upper connector for connecting to said top support bar and a lower connector for connecting to said bottom support bar,

A sign system as claimed in claim 7, and wherein said top and bottom support bars are movable towards each other, and wherein said upper connector is slidably connected to said sign supporting guide member for movement towards and away from said lower connector, and wherein each said cable is connected to said upper connector so that when said cables are pulled upwards to retract said set of guide members said upper connector is pulled upwards away from said lower connector.

9. (currently amended) A sign system for moving a sign on a vertical support means between an access position and a display position which is higher than the access position, the sign system comprising:

a first set and a second set of generally tubular guide members connected together for telescopic movement;

each said set of guide members including an outermost guide member, and an innermost guide member, one of said outermost and said innermost guide members being an anchor guide member and other of said outermost and said innermost guide members being a sign supporting guide member;

said sign supporting guide member including at least one connector for connecting said sign thereto;

said anchor guide members of said first and second sets of guide members being fixedly connectable in a generally vertical orientation to the vertical support means in horizontally spaced relation to each other such that said first and second sets of guide members are extendible downwards to move said sign to said access position and retractable upwards to move said sign to said display position; and

a drive system operatively connected to said first and second sets of guide members for selectively moving said first and second sets of guide members between said extended position and said retracted position,

wherein said anchor guide member is said outermost guide member,

and wherein said vertical support means is a wall,

and wherein said drive system includes a first cable and a second cable, wherein said first and second cables are connected to said sign supporting guide members of said first and second sets of guide members, and wherein, in use, said first and second cables extend substantially vertically upwards from said sign supporting guide members during retraction and extension of said set of guide members,

and wherein said sign includes a top support bar, a bottom support bar and a banner having a top edge and a bottom edge, and wherein said banner is connected to said top support bar proximate said top edge of said banner and is connected to said bottom support bar proximate said bottom edge of said banner, and wherein each said sign supporting guide member includes an upper connector for connecting to said top support bar and a lower connector for connecting to said bottom support bar,

A sign system as claimed in claim 7, and wherein said sign is unsupported against movement of said top and bottom support bars towards each other, and wherein

said upper connector is slidably connected to said sign supporting guide member for movement towards and away from said lower connector, and wherein said drive system is operatively connected to said upper connector wherein said drive system is configured to selectively move said upper connector into spaced relation with said lower connector.

10. (currently amended) A sign system as claimed in ~~claim 1~~ claim 8, wherein in said retracted position, said first and second sets of guide members have a height that is less than or generally equal to the height of said sign.

11. (currently amended) A sign system as claimed in ~~claim 3~~ claim 8, wherein a wheel is connectable to one of said wall and at least one guide member in each said set, wherein said wheel is rotatable against said other one of said wall and at least one guide member during extension and retraction of said sets of guide members, and wherein when each said set of guide members is in said extended position, said wheel is spaced from said anchor guide member for stabilizing said sets of guide members.

12. (cancelled)

13. (cancelled)

14. (cancelled)

15. (currently amended) A ground accessible sign system as claimed in ~~claim 14~~ claim 18, wherein the drive system further includes a pulley positioned above each set of guide members, wherein the cable for each set of guide members passes over the pulley.

16. (original) A ground accessible sign system as claimed in claim 15, wherein the first and second cables are connected to a winch, wherein the winch is selectively rotatable in a first direction to wind the cables up thereon to retract the first and second set of guide members, and wherein the winch is selectively rotatable in a second

direction to unwind the cables therefrom to permit the sign to lower under the influence of gravity.

17. (cancelled)

18. (currently amended) A ground accessible sign system for moving a sign between an access position and a display position which is higher than the access position, the ground accessible sign system comprising:

a first set of guide members and a second set of guide members, wherein each set of guide members are slidably connected together, and wherein the guide members of each set are generally concentric about a common axis, wherein each set of guide members includes an outermost guide member, an innermost guide member, and wherein one of the outermost and innermost guide members is an anchor guide member and the other of the outermost and innermost guide members is a sign supporting guide member, and wherein the sign supporting guide member includes at least one connector for connecting the sign thereto, wherein the anchor guide members of the first and second sets of guide members are fixedly connectable in a generally vertical orientation to a wall in horizontally spaced relation to each other such that the first and second sets of guide members are extendible downwards to move the sign to the access position and retractable upwards to move the sign to the display position; and

a drive system operatively connected to the first and second sets of guide members for selectively moving the first and second sets of guide members between the extended position and the retracted position,

wherein the anchor guide member is the outermost guide member,

and wherein the drive system includes a first cable and a second cable, wherein the first and second cables are connected to the sign supporting guide members of the first and second sets of guide members, and wherein, in use, the first and second cables extend substantially vertically upwards from the sign supporting guide members during retraction and extension of the set of guide members.

and wherein the sign includes a top support bar, a bottom support bar and a banner having a top edge and a bottom edge, and wherein the banner is connected to the top support bar proximate the top edge of the banner and is connected to the bottom support bar proximate the bottom edge of the banner, and wherein each sign supporting guide member includes an upper connector for connecting to the top support bar and a lower connector for connecting to the bottom support bar.

~~A ground accessible sign system as claimed in claim 17, and wherein the top and bottom support bars are movable towards each other, and wherein the upper connector is slidably connected to the sign supporting guide member for movement towards and away from the lower connector, and wherein each cable is connected to the upper connector so that when the cables are pulled upwards to retract the set of guide members the upper connector is pulled upwards away from the lower connector.~~

19. (original) A ground accessible sign system as claimed in claim 18, wherein the sign is unsupported against movement of the top and bottom support bars towards each other, and wherein the upper connector is slidably connected to the sign supporting guide member for movement towards and away from the lower connector, and wherein the drive system is operatively connected to the upper connector wherein the drive system is configured to selectively move the upper connector into spaced relation with the lower connector.

20. (currently amended) A ground accessible sign system as claimed in ~~claim 12~~ claim 18, wherein in the retracted position, the first and second sets of guide members have a height that is less than or generally equal to the height of the sign.

21. (currently amended) A ground accessible sign system as claimed in ~~claim 13~~ claim 18, wherein a wheel is connectable to one of the wall and at least one guide member in each set, wherein the wheel is rotatable against the other one of the wall and at least one guide member during extension and retraction of the sets of guide members, and wherein when each set of guide members is in the extended position, the

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wheel is spaced from the anchor guide member for stabilizing the sets of guide members.

22. (cancelled)